



## News Digest

<b>Topics :</b>	News Digest by MBA Students
<b>Date of event :</b>	Oct 22, 2011
<b>Aim of the Event :</b>	Presentation is the way of communicating ideas and information to a group. This event is aimed at collecting the latest news on Information Technology, Human Resource Management, Marketing, Finance, International Business, and etc and discussing the same in the class room by group of so that students become aware of current events and they should also improve their body language and presentation skills.
<b>Event Report in brief:</b>	<p>Students were divided into groups in advance and all the groups were given themes for news digest. The following themes were assigned to them:</p> <ul style="list-style-type: none"> <li>• Finance</li> <li>• Human Resource Management</li> <li>• Marketing</li> <li>• International Business</li> <li>• General awareness</li> <li>• Aviation</li> <li>• I.T</li> </ul> <p>All the groups presented on their allocated themes. Twenty seven students were present in the class and the presented the news in groups. Some of the major news they presented and discussed by the students are</p> <p style="text-align: center;"><b>MARKETING</b></p> <p><b><u>Aakash Launched In India</u></b></p> <p>➤ <i>Hero – honda joint venture between hero group of India and</i></p>

*honda of japan.*

- *Term made popular with the Microsoft Tablet PC concept*
- *Tablet refers to computer-like devices operated primarily by a touch screen but not intended to run general PC operating systems or applications.*
- *Has all the key features of a full sized pc.*
- *The maker of the device is Data Wind, based in Britain, a developer of wireless web access products.*
- *Manufactured in India as a low cost but full functioning device in order to attempt to bridge the DIGITAL DIVIDE.*
- *Tablet computer developed in India, specially being produced for the students.*
- *Developed as part of the National Mission on Education through Information and Communication Technology.*
- *Developed by the Indian Institute of Science and the Indian Institute of Technology, Rajasthan, India....*
- *The student's version of the tablet won't have SIM card support.*
- *will only have Wi-Fi support*
- *Ubislate7 will have the regular SIM card support*
- *Phone calls, messaging etc possible....*

#### **Milagrow tries to be different with TabTop PC**

- *'A One Stop Destination for Small Business' and a Unique Venture Catalyst.*
- *It is built around the idea of ethical, profitable and sustainable growth through a partnering approach.*
- *It supports 2 megapixel rear and a VGA camera on the front.*
- *It comes in two variants: The 16GB variant has 512MB RAM and The 32GB variant has 1GB DDR3 RAM*
- *Wi-Fi and Bluetooth are present for connectivity along with a SIM card slot for 3G data connectivity.*
- *Supports playback of all video and audio formats as well.*
- *Claims to offer over 10 hours of battery backup.*
- *The tablet comes in 16GB is priced at Rs 24,999 and 32GB*

models is priced Rs 29,990 respectively.

- *The device comes with a leather case, charger, earphone, USB cable and a 1 year warranty.*

### **Prosperity Codex System**

- *The Prosperity Codex System is built to help inexperienced internet marketing beginners make money online.*
- *The Prosperity Codex provides absolutely all the tools needed to launch and sustain a highly successful online marketing career.*
- *It gives maximum reach to all daily updates, offers & information of market.*
- *It gives best techniques for product promotion.*
- *Promising features are Comprehensive affiliated online marketing framework , Multiple tools, Safe list marketing techniques, Auto-Responder , Affiliated Programs, Codex Hosting, Marketing Centers and Customer business oriented*
- *Advantages are Substitute of marketing consultant, Expert's Advise, Good decision making for investment, Product Promotion, Make money online fast, Online wealth creation system, Make smart groups, Full Unlimited C-panel Hosting for our marketing sites & blogs and Get services with nominal charges*
- *This is the whole concept of earning money online, scientifically organizing profit tasks, instantly make money online from Internet Marketing & information sharing. It gives great assistance in taking big financial investment decisions. It assures hassle free business with multiple streams of income.*

### **• INTERNATIONAL BUSINESS**

### **RIM could face lawsuits for BlackBerry problems**

- *Law firms in the United States and Canada are exploring possible consumer lawsuits against Research In Motion Ltd for last week's BlackBerry outages, which for three days crippled email and messaging for tens of millions of users around the world.*
- *Law firms are considering breach-of-contract or consumer-fraud*

*claims, attorneys said.*

- *A breach-of-contract claim could argue the company failed in its obligations to provide service.*
- *A consumer-fraud claim could focus on whether customers were misled about the reliability of RIM's networks.*
- *RIM's stock sank 6 percent on Monday due to outage.*
- *The system failures came as RIM struggles to hold on to market share for BlackBerry smart phones, as more customers opt for Apple Inc's iPhone and Google Inc's Android.*
- *However, many clients questions the value of the offerings as many lost service for three days.*
- *RIM said it will give away applications worth \$100 (£64) to consumers .*
- *Also offer enterprise customers one month of free support to help make up for some of the problems.*
- *If RIM were to pay back all affected customers and service carriers for the days of service lost, the cost to the company could be between \$15 million and \$26 million, BMO Capital Markets analyst Tim Long said in a research note.*

### **Gale Introduces Gale Business Insights: Global**

- *Globalization is the biggest opportunity and the greatest challenge for the future of business. As students and researchers face a new marketplace, they need an edge.*
- *Introducing Gale Business Insights:™ Global — a first-of-its-kind online resource designed to address the needs of a new global generation by giving students and researchers a true competitive advantage in the international marketplace.*
- *Gale Business Insights: Global offers the most convenient and comprehensive way to find case studies, articles, data points and in-depth statistical information coupled with deep research.*
- *Business Insights: Global will provide Corporate Businesses and Government Libraries with comprehensive, authoritative and current data to help drive global business decisions.*

- *The company equips Students to be able to research, analyze, interpret and understand international business topics - providing data they need with the narrative wrapper required to help with this understanding and the ability to interpret from an international perspective.*
- *The company enables Lecturers to better teach global topics by organizing our content around countries, data sets and topics and by extending our cases and data from the research environment into the learning environment.*
- *The company enables Librarians to meet the needs of lecturers and students seeking hard-to-find data which supports the enduring value of the library to the academic institutions*

- **Human Resource Management**

**Labour Unrest In Maruti**

- *The Manesar plant of the Company has been witnessing labour trouble since Aug 29 and now the Gurgaon plant is also witnessing it.*
- *One of the important issue that caused conflict between the management and the workers is the Company's good conduct bond which every worker has to sign.*
- *The workers feel that their right to express will be curbed once they sign the Company's good conduct bond.*
- *The labour unrest took a violent turn on 13 October when a group of supervisors were attacked on their way to work with five of them sustaining injury.*
- *Sources told that this was another desperate action by the striking workers using violence and fear.*
- *The production loss to Maruti due to the three strikes including the current one has been more than 60000 units.*
- *Total Monetary Loss to Maruti from this strike is Rs 1800 crores.*
- *The shares of Maruti Suzuki India (MSI) in the stock market have fallen by 27% as a result of the strike.*

- *The losses compound the woes at Maruti saw a 21% drop in September sales.*
- *The dealers of Maruti are also facing problems of stock and incurring losses due to the strike.*
- *Maruti which was synonymous with Haryana and Gurgaon is looking outside the State for setting up its operation.*

**Labor unrest may drive Maruti to Gujarat**

- *Strike at Manesar plant threes times with in a year*
- *Loss more than 1800 cr.*
- *Inexperience & Younger worker at the plant(22-25 yrs) (Acc. to Managing Executive Officer (Administration) Mr S Y Siddiqu)*
- *repeated interruptions in production due to labour problems at Manesar*
- *the demand seems to have been hit because of the uncertainty about delivery schedules*
- *The new facility in Gujarat will mark the beginning of a slow shift out of Haryana-a move that could affect not just the automobile hub in Delhi's neighbourhood but also impact real estate activity in and around Gurgaon*
- *The ultimate looser in the strikes & lockouts or factory shifting is the migrant workers. The local people have homes, land & may be agriculture to fall back.*

**• INFORMATION TECHNOLOGY**

**Tata Tele to bring all services under one brand**

- *Tata Teleservices, will combine its GSM and CDMA businesses, to bring all services under one brand.*
- *Currently Tata uses different brands for its GSM, CDMA, fixed-line, Internet services.*
- *Will bring them under one brand -- Tata DoCoMo.*
- *Originally operated on CDMA technology, expanded to GSM technology in 2009.*
- *With these efforts, marketing cost will reduce.*

- *Can use same retail stores & call centres for all services.*
- *Savings could be spent on customer generation, improved services*

- **FINANCE**

**Bankruptcy of Lehman Brothers**

- *Founded in the Year 1850 in US by Henry Lehman, Emanuel Lehman and Mayer Lehman.*
- *Lehman Brothers Holdings Inc. was a global financial services firm.*
- *Before declaring bankruptcy in 2008, Lehman was the 4th largest investment bank in the USA.*
- *Doing business in investment banking, equity and fixed-income sales and trading , research, investment management, private equity, and private banking.*
- *Reckless lending practices and the growing trend of securitization of real estate mortgages in the United States.*
- *The emergence of Sub-prime loan losses in 2007 began the crisis and exposed other risky loans and over-inflated asset prices.*
- *A large part of their loan portfolio comprised of loans for buying real estate. With the meltdown in the property market in US the values of properties became lesser than the the value of loan outstanding.*
- *The buyer can't make the payment, defaults on the loan, the mortgage company is no longer getting the money.*
- *As share and housing prices declined, many banks in the United States and Europe suffered huge losses and even faced bankruptcy.*
- *Resulted in a sharp drop in international trade.*
- *People are losing their houses and now can't afford to buy things.*
- *Businesses are selling less stuff so they have to cut costs and most often the highest cost in a business is paying salary. So they cut jobs.*
- *Investor confidence continued to erode as Lehman's stock lost roughly half its value and pushed the S&P 500 down 3.4% on September 9, 2008.*

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